



**BUSINESS PUBLICATION CIRCULATION AUDIT  
 FOR THE 6 MONTH PERIOD ENDED JUNE 2009**

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The use of audited circulation numbers permits advertisers and agencies to gain a clearer picture of the media's readers and their geographic distribution throughout Latin America and thereby determine if those subscribers constitute an effective target audience.



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**FIELD SERVED**

INPRA LATINA serves coating formulators and manufacturers, corrosion control specialists, surface protection and industrial coating contractors, paint finishing professionals as well as distributors and representatives.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are owners, executives, management, chemicals engineers and staff personnel in paints, coatings and corrosion control specification, product management, engineering and technology, research and development, quality control and sales and marketing as well as other titled and non-titled personnel including company copies.

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD**

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	7.617	100	7.617	100	N/A	N/A
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-copies Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>7.617</b>	<b>100</b>	<b>7.617</b>	<b>100</b>	-	-

**2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD**

Issue 2009	Qualified Non-Paid	Qualified Paid	Total Qualified
January / February _____	7.667	N/A	7.667
March / April _____	7.684	N/A	7.684
May / June _____	7.500	N/A	7.500

**3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY / JUNE 2009**  
 This edition is 2,287% or 176 copies below the average of the other two issues stated in paragraph 2

BUSINESS/INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	General Management (A)	Production Management (B)	Technical Management (C)	Purchasing Management (D)	Product Management (E)	Sales & Marketing Mgement. (F)	Research Development (G)	Chemical (H)	Main-tenance (I)	Other (J)
1. Coating Formulation /Manufacturing	3,760	50.13%	1,851	243	431	81	130	311	413	82	60	158
2 Surface Protection / Corrosion Control	979	13.05%	460	63	120	19	12	58	48	14	105	80
3. Paint & Powder Finishing	990	13.20%	548	67	71	23	37	64	52	16	26	86
4. Industrial Supplier	1,534	20.45%	571	41	148	26	33	417	91	36	25	146
5. R & D / Educational Association	237	3.16%	64	6	14		1	10	94	14	6	28
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>7,500</b>	<b>100%</b>	<b>3,494</b>	<b>420</b>	<b>784</b>	<b>149</b>	<b>213</b>	<b>860</b>	<b>698</b>	<b>162</b>	<b>222</b>	<b>498</b>
<b>PERCENT</b>	<b>100%</b>	<b>-</b>	<b>46.59%</b>	<b>5.60%</b>	<b>10.45%</b>	<b>1.99%</b>	<b>2.84%</b>	<b>11.47%</b>	<b>9.31%</b>	<b>2.16%</b>	<b>2.96%</b>	<b>6.64%</b>

**3b QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY / JUNE 2009**

QUALIFICATION SOURCE	Qualification Within			Qualified		Total	Percent
	1 year	2 years	3 years	Non-Paid	Paid	Qualified	
<b>I. TOTAL</b> - Personal direct request from the recipient:	2.645	2.180	777	5.602	-	5.602	74.69%
a. Written	369	1370	123	-	-	1.862	24.83%
b. Telecommunication	315	-	-	-	-	315	4.20%
c. Electronic	1.961	810	654	-	-	3.425	45.67%
<b>II. TOTAL</b> - Request from recipient's company:	1	-	-	1	-	1	0.01%
a. Written	-	-	-	-	-	-	-
b. Telecommunication	-	-	-	-	-	-	-
c. Electronic	1	-	-	-	-	1	0.01%
<b>III. TOTAL</b> - Membership benefit:	-	-	-	-	-	-	-
a. Individual	-	-	-	-	-	-	-
b. Organizational	-	-	-	-	-	-	-
<b>IV. TOTAL</b> - Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
a. Written	-	-	-	-	-	-	-
b. Telecommunication	-	-	-	-	-	-	-
c. Electronic	-	-	-	-	-	-	-
<b>V. TOTAL</b> - Sources other than above (listed alphabetically)	1.471	2	424	1.897	-	1.897	25.29%
Association rosters and directories	-	-	-	-	-	-	-
Business directories	85	-	-	-	-	85	1.13%
Independent field reports	-	-	-	-	-	-	-
Licensees - National, State or Local Government	-	-	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	1270	2	324	-	-	1.596	21.28%
Other sources	116	-	100	-	-	216	2.88%
<b>VI. TOTAL</b> - Single Copy Sales	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>4.117</b>	<b>2.182</b>	<b>1.201</b>	<b>7.500</b>	<b>-</b>	<b>7.500</b>	<b>100%</b>
<b>Percent</b>	<b>54.89%</b>	<b>29.09%</b>	<b>16.01%</b>	<b>100%</b>	<b>-</b>	<b>100%</b>	<b>100%</b>

**3c. QUALIFIED CIRCULATION BY MAILING ADDRESS. ISSUE: MAY / JUNE 2009**

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function	7.123	N/A	7.123	94,97%
Individuals by name only	111	N/A	111	1,48%
Titles or functions only	189	N/A	189	2,52%
Companies' names only	77	N/A	77	1,03%
Multiple-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>7.500</b>	<b>-</b>	<b>7.500</b>	<b>100%</b>

**4.GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY / JUNE 2009**

COUNTRY	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
<b>NORTH AMERICA</b>				
United States of America	156	-	156	2,08%
Mexico	3.464	-	3464	46,19%
<b>Subtotal</b>	<b>3.620</b>	<b>-</b>	<b>3.620</b>	<b>48,27%</b>
<b>CARIBBEAN</b>				
Lesser Antilles	0	-	0	0,00%
Cuba	0	-	0	0,00%
Puerto Rico	2	-	2	0,03%
Dominican Republic	12	-	12	0,16%
<b>Subtotal</b>	<b>14</b>	<b>-</b>	<b>14</b>	<b>0,19%</b>
<b>CENTRAL AMERICA</b>				
Costa Rica	28	-	28	0,37%
El Salvador	7	-	7	0,09%
Guatemala	34	-	34	0,45%
Honduras	6	-	6	0,08%
Nicaragua	10	-	10	0,13%
Panama	14	-	14	0,19%
<b>Subtotal</b>	<b>99</b>	<b>-</b>	<b>99</b>	<b>1,32%</b>
<b>SOUTH AMERICA</b>				
Argentina	451	-	451	6,01%
Bolivia	28	-	28	0,37%
Brasil	266	-	266	3,55%
Chile	167	-	167	2,23%
Colombia	1.942	-	1942	25,89%
Equador	120	-	120	1,60%
Paraguay	14	-	14	0,19%
Peru	485	-	485	6,47%
Uruguay	46	-	46	0,61%
Venezuela	248	-	248	3,31%
<b>Subtotal</b>	<b>3.767</b>	<b>-</b>	<b>3.767</b>	<b>50,23%</b>
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>7.500</b>	<b>-</b>	<b>7.500</b>	<b>100,00%</b>

**9. FIVE CALENDAR YEAR ANALYSIS: AVERAGE ANNUAL VERIFIED QUALIFIED CIRCULATION AND CURRENT AUDITED CIRCULATION STATEMENTS**

	Audited Data				
	2005	2006	2007	2008	2009
Total Audit Average Qualified	8.053	8.110	7.797	7684	7.617
Qualified Non-Paid	8.053	8.110	7.797	7684	7.617
Qualified Paid	N/A	N/A	N/A	N/A	N/A
Post Expire Copies included in Paid Circulation	-	-	-	-	-
Average Annual Order Price	N/A	N/A	N/A	N/A	N/A

**11. ADDITIONAL DATA: AVERAGE NON-QUALIFIED CIRCULATION**

NON-QUALIFIED Not included Elsewhere	Copies
Other Paid Circulation	N/A
Advertisers and Agencies	-
Rotated or Occasional	-
Allocated for trade Shows and Conventions	2.100
All Others	175
<b>TOTAL</b>	<b>2.275</b>

**CERTIFICATE OF VERIFICATION**

**1. PROCEDURE**

According to the rules of the Instituto Verificador de Circulaciones, we have examined through accepted accounting procedures the Publisher's circulation data corresponding to INPRA LATINA Magazine.

**2. AUDIT REPORT**

As a result of the verification of the analysed concepts and period, we certify the previous circulation figures.

Audited por:



**INSTITUTO VERIFICADOR  
DE CIRCULACIONES**

**Instituto Verificador de Circulaciones  
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